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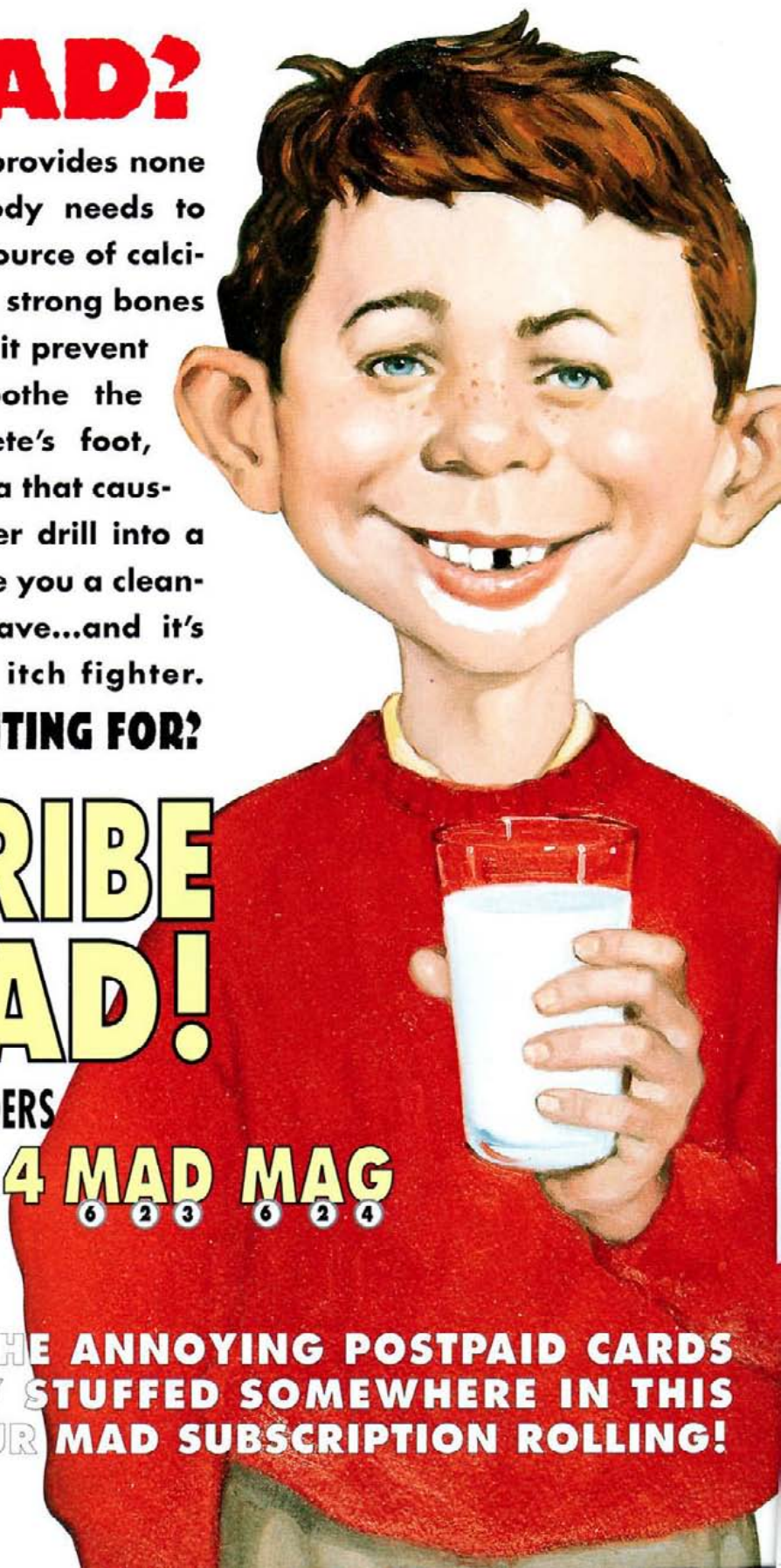
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**MARCH 1998** **NUMBER 367**

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*"Remember — The Post Office will not deliver mail  
without postage. And sometimes, even with!"*

— Alfred E. Neuman



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FRONT COVER ARTIST: JOE DEVITO  
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FRONT COVER BORDER WRITER: JOHN CALDWELL







MAD #368 ON SALE  
MARCH 24!  
SEE READER ALERT BELOW!

## SPICE EXPLORATION

In MAD #363 you made fun of the Spice Girls. Thank God that I don't like them! My friends love them so they wanted to read it no matter what you said about them. Also, at school, I have a teacher who subscribed to MAD. This surprised me because she's a very strict teacher.

Courtney Carrell  
San Jose, CA

**Court** — Let's try this MAD syllogism: A) MAD did an article on the Spice Girls. B) You have a strict teacher who reads MAD. Ergo, you should call your teacher Strict Spice! Let us know how it turns out! —Ed.

Are the Spice Girls the first females that Alfred E. Neuman has ever gotten?

Ken Kibby  
San Jose, CA

We're not certain if Alfred has ever "gotten" the Spice Girls or any other woman. We are, however, 100% certain about your "gotten" status, Kenny! Thanks for writing! —Ed.

## "PRODUCT ACRONYMS"

In "Product Acronyms You Never Knew Existed" (MAD #363) you included Kmart (Keeping Middle America Really Tacky). As an associate at a Super Kmart I would like to say thank you! I took the opportunity to show my store director your article. He was then rushed to the hospital to have his appendix removed. It seems he laughed so hard his appendix burst! Well, he is still in the hospital and I know I will be out of a job when he returns. So, this winter, as I slowly freeze to death because I was evicted and lost my girlfriend and my family disowned me, I will smile and remember that it was all due to you.

Terry L. Jordan,  
Super Kmart Center #4970  
Memphis, TN

**Terry** — Thanks for your warm, inspiring letter. Now get over to aisle six, a new shipment of Martha Stewart turquoise sheets needs to be priced and shelved! —Ed.

P.S. to readers: Is it any wonder why Wal-Mart has left Kmart in the dust?

## MAD CELEBRITY SNAPS

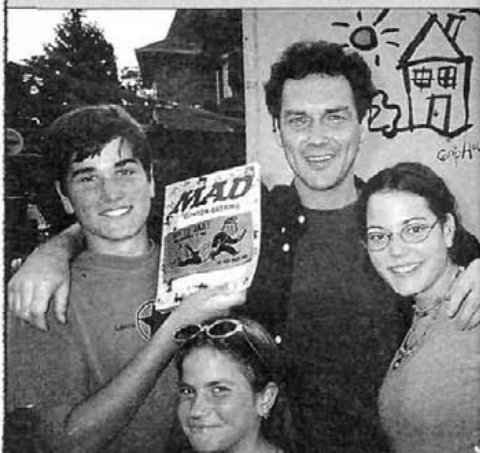
Norm Macdonald had some fun

E-I-E-I-O

Took his photo with someone

E-I-E-I-O

With a free sub here and a free sub there  
Here a sub, there a sub, everywhere a sub sub.  
Norm Macdonald got Lau-ren  
a one-year sub to MAD! Moooooooooooo! —Ed.



Saturday Night Live's Norm Macdonald embraces Canadian youngsters Jonas, Emily and winner Lauren Charyk (l-r) all of Toronto. Lucky kids, eh?

Meglin's hair weave  
by the same guy  
Marv Albert uses.

Thinking of ways to  
kill agent for allowing  
him to appear in a  
scene with Meglin.

Got this part without a  
trip to the "casting  
couch"...unlike Meglin.

## WITH FRIENDS LIKE THESE...

The letters page is proud to present a new feature: Nick Meglin's Pop-Up Videos starring MAD's own co-editor Nick Meglin! We last saw Nick on the MAD letters page in issue #305. He was appearing in an episode of *thirtysomething*, which was cancelled soon thereafter. This time, "Hollywood" Meglin made a recent appearance with Matthew Perry (aka Chandler) on NBC's hit show *Friends*, which we expect will also be cancelled soon. Enjoy the Pop-Ups!





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## BORDER INCIDENT

I got issue #363 in the mail, and it had no border. I thought that maybe you had gone back to the old way of doing MAD covers, but when I went to my newsstand I saw the same issue, only it had the border. Is this an effect of too much sugar?

Martin Snider  
Weaverville, NC

Marty — It's true half the country received the border and half didn't. So that no one gets upset, we're asking all the people on the Western side of the United States to bring their issues with the border to Pewaukee, Wisconsin on March 1st where they will meet up with all the MAD readers from the Eastern half of the country and their issues without the border. This will commence the first annual MAD Across America! Among the Usual Gang of Idiots scheduled to attend are Dave Berg, Sergio Aragones, Mort Drucker and Al Jaffee. MAD Across America is being organized by MAD's infamous bungler, Godfrey. So if Jaffee and company aren't there, start the tractor rides without them! —Ed.

## READER ALERT!

Don't miss issue #368! A MAD first, a 16-page full-color (yes, full-color) parody of that lame-ass publication *Entertainment Weekly*! On sale March 24th! Buy it, buy it, buy it!

## DREAM ON

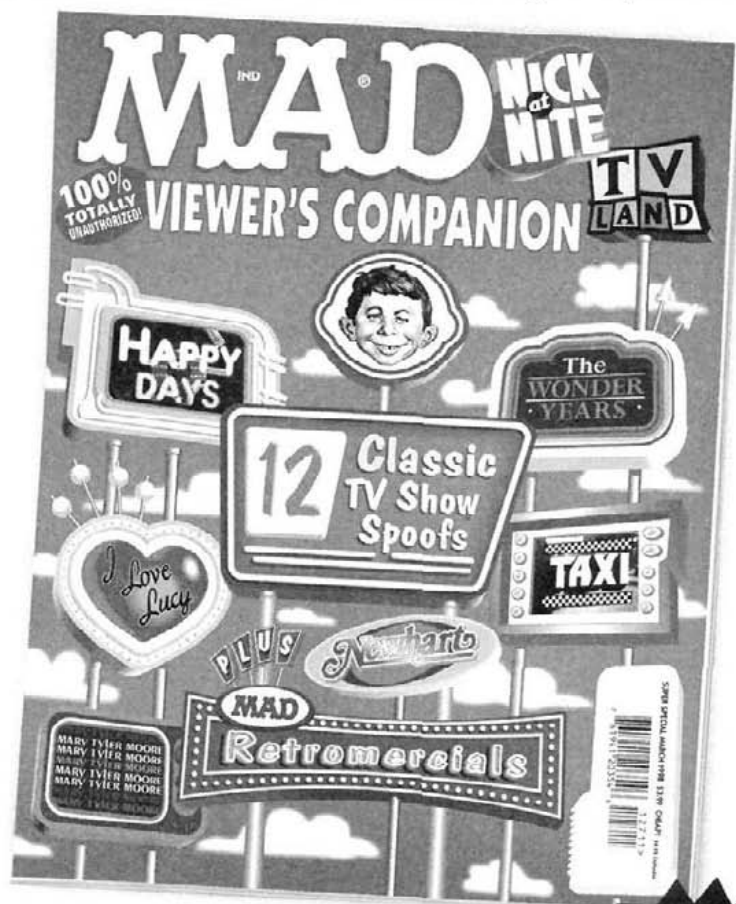
What you said about Aerosmith in "6 Degrees of Separation Between Anyone and Anything" (Issue #363) was a disgrace! Steven Tyler's mouth is not that big. As a matter of fact, he's pretty damn good looking. Aerosmith is my favorite band, and it is NOT packed with aging baby boomers. I know you are probably going to reply to me with one of your stupid wisecracks.

P.S. Please don't call me a dweeb or offend me in any way.

Hallie Miller  
Wallingford, PA

Hallie — As even a casual reader of the MAD Letters Page knows we are in the business of making readers' wishes come true. Unfortunately, we cannot honor your request. There is no getting around it. Your letter is concrete proof that you are in fact a bona fied, 100% certifiable dweeb! If Steven Tyler knew of your very existence, he'd be back hitting the controlled substances before you could say "Dude looks like a lady!" —Ed.

# A BAD CASE OF THE RE-RUNS!



CHANNEL SURF TO YOUR  
NEWSSTAND AND PICK UP A COPY!

ON SALE  
NOW!

## LET'S LET BYLINES BE BYLINES

I noticed that the story "Air Farce One" in issue #364 did not have any bylines. Then I remembered that I wrote the story and Sam Viviano illustrated it. I have been one of the Usual Gang of Idiots for many years, as has Sam. Now, it seems that we have become anonymous. I can't say how Sam feels about it, but I want to thank you for the promotion!

Stan Hart  
New York, NY

Note to readers: The above letter, though written by Stan Hart, was not illustrated by Sam Viviano!

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What do you call a movie where the **BIGGEST** name on the marquee is Busey? And it's not even Gary! It's his son, Jake! In other words, this movie is filled with...

# STARLINE

I'm Johnny Reeky and I joined the Federal Forces right out of high school! Nothing is more important to me than serving my country — except, of course, **NOT** doing what my parents want me to do! They wanted me to go to college, and not join the service! So, I joined the service and nixed college! Hah! I'll show **THEM** who's smart! Besides, I hear there's a lot of action in the military! That's why I'm bringing hundreds of condoms!

I'm Cravemen Ibeen! In no time at all, I went from sexy high school student to sexy spaceship pilot! It was easy for me to get my pilot's license — on the driving test, you don't need to parallel park! I still can't do that! As a strong woman, I have strong needs! That's why I'm hot for Johnny Reeky! I'm also hot for Sanszit Barcode! And I'm hot for **ALL** the other men serving in the Federal Force! Like they say, there's strength in numbers!

I'm Sanszit Barcode! I was able to become a spaceship navigator and teacher quickly because I fulfilled one of basic requirements for being put in the front seat of a Federal Force spaceship! Eye/hand coordination? Naw! Perfect skin! In this man's modern army, one blemish, and you're out!





# SS ROOPERS

I'm Dipsy Flowers, and I'm as rugged as any man herel I can brawl, get stinkin' drunk, chew tobacco, spit ten feet — hell, I even suffer from jock itch! I'm here to fight! Fight the bugs? Hell no! I'm here to fight Cravemen for Johnny Reeky's affection! I say, make love AND war!

I'm Carl Jenkins and I was accepted by Federal Forces because of my psychic abilities! I can actually tune in to the brain waves of a bug! To tell you the truth, I wish I'd had REAL psychic abilities years ago, so I would have turned down that stupid TV series! For the rest of my life, no matter what I do, I'll always be known as "that Doogie Howser kid"!

I'm John Ratsick! A lot of these kids were my high school students! I taught them that we live in a society where you give up your life for your friend, and die for what you believe in! Now they're going off to war to protect those values! Teenagers — man, are they gullible!

I'm a bug! You may think we're icky now, but after you see how bad these humans act, by the end of the film, you'll be rooting for us!



I'm Sergeant Sin! I teach basic training for the Federal Forces and I'm rough on the recruits! How rough? Let me put it this way: if you make it out of basic training alive, then I haven't done my job!

I'm Ash Levi! I was a tall, lanky, wise-ass high school student who pretty much just goofed off! But boot camp changed that real fast! Now I'm a tall, lanky, wise-ass SOLDIER who just goofs off, but now I get paid for it!

III  
ART  
DRUCKER

This is the Plasma Bug! Latin name: *Ugly-as-sin-us!* I want you to cut the bug open, reach in, and pull out all the yucky stuff!

Did you know these bugs can hurl their spores into outer space?

Really? Did you know I can hurl my breakfast 50 feet? And if you keep pulling out that bug's guts, I'm going to prove it to you!



I joined up so the Federation can pay for my college education!

I'm here because I want to make the Federation Army my career!

I'm here because I want to run for political office, and you need to serve two years to be eligible!

I'm here because they have these co-ed showers! But I sure could use some moisturizer! Showering eight to 10 hours a day is sure drying out my skin!



Sergeant Sin, how come every military veteran I've met so far is missing an arm or a leg?

The bugs are merciless when it comes to chopping off limbs! But fortunately for you young recruits, they never attack hair or teeth, so there's no need to worry! If anything goes wrong, you'll all still make gorgeous amputees!



Listen up! Each one of you will be issued this M7 Tactical Metal Helmet, a Kamikaze 700 machine gun with digital sound, and most important of all, an Industrial Strength Shell No-Pest Strip, which should be worn about the waist at all times! Soon, you're all gonna see unbelievable bloodshed, carnage and annihilation! Then, after basic training, it could get worse!



For negligence contributing to the death of a fellow soldier during basic training, you will receive 10 lashes!

I thought he would be braver than that! He's screaming because he's going to get 10 lashes!

He doesn't care about the ten lashes! He's screaming because they're also going to force feed him 20 Hershey bars! If his skin breaks out, he's history!



A meteor shot from the bug planet has destroyed Buenos Aires! Please adjust your maps accordingly! We'll update you if we decide to put another country in that space!

I was gonna quit the army because I got a man killed! But my family lived in Buenos Aires, and I'm so mad, now I'm gonna kill those bugs, and I don't care how many fellow soldiers I accidentally kill along with them!

That Reeky, he's my kind of soldier!



Do you want to know more? Are you buying this so far? You are? Just wait!



I'm Doctor Jerkins with an important announcement from Federal Bug Control! If you blow a limb off a bug, it's still 86% effective! Blow off two limbs, and it's 43% effective! Three limbs, it's 22% effective! So aim for the heart — which totally eliminates the bug and all this confusing math!

So you made it to the pilot's seat! I heard you're good on the stick —

I'm great on the stick! It's the little handle that controls this thing I'm not so sure about!

Hey! Someone re-plotted the course I set!

I did that! It's a tiny bit longer than the course you set, but it will save time because we'll hit less traffic!

Do you want to know more? Are you beginning to wonder if this is really supposed to be a comedy, an action movie, **SOMETHING?**

My God, have you ever seen so many bugs in your life?

Every-time I turn on my kitchen light after midnight!

There must be millions of them! Are you afraid?

Naw! Since yesterday, instead of Old Spice, I've been using RAID as cologne!

I don't think they're sending enough Roach Motels!

This is just the first wave of small stuff! The Roach Condos and Roach High Rises are in the next wave!

I don't believe this spaceship! The bugs are heaving plasma into outer space and this \$40 billion machine doesn't have windshield wipers!

War is hell! Two million bugs are dead, 100,000 soldiers are dead, and worst of all look, a ZIT!

Reeky got hurt pretty bad, but I suppose that "healing liquid" will nurse him back to health!

That's not healing liquid! It's vodka! It won't help his injuries, but on the other hand, he's so drunk he couldn't care less!

I was your teacher, now I'm your lieutenant! This is war! Everyone fights — no one quits! If you disappointed me in high school, I sent a bad report to your parents! Disappoint me here, and I send your REMAINS to your parents!

**ABSOLUT RECOVERY**

Notice what I did, people! A bug was attacking that soldier, so I shot the soldier!

Why didn't you just shoot the bug?

The bugs take a hundred bullets to stop! You can wipe out a soldier with just ONE bullet! You gotta save your ammo for your fellow soldiers in trouble!

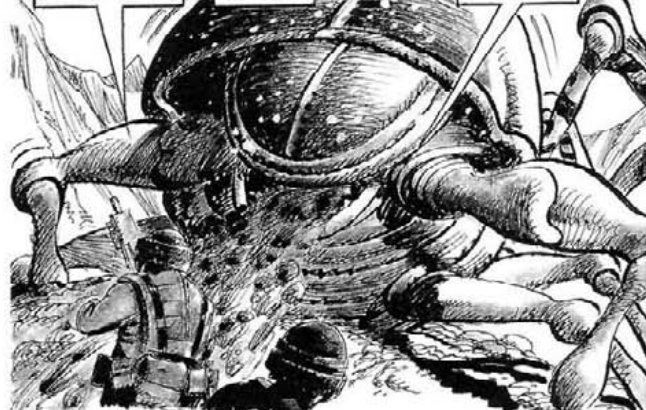


Look — it's a Plasma Bug! See, it bends over and fires plasma out of its butt!

I'm not so sure that's plasma!

What makes you say that?

The bugs have giant rolls of Charmin toilet paper!



The bug sucked this guy's brains out! I can't imagine what that feels like!

I can! I've been on a date with Dipsy!

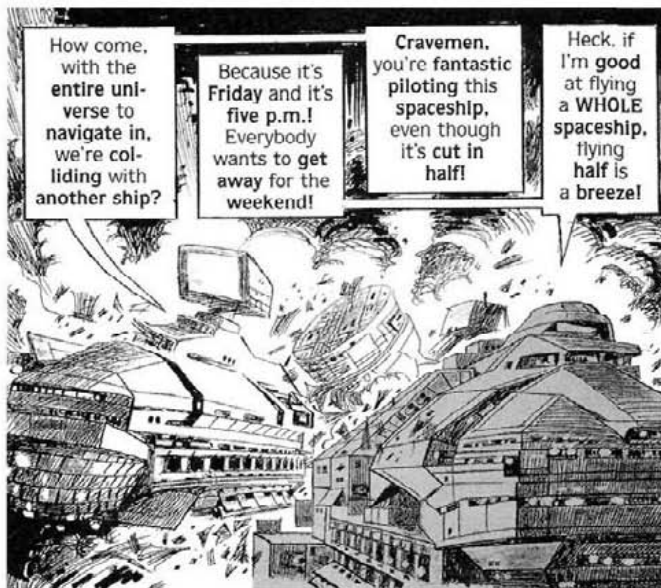


How come, with the entire universe to navigate in, we're colliding with another ship?

Because it's Friday and it's five p.m.! Everybody wants to get away for the weekend!

Cravemen, you're fantastic piloting this spaceship, even though it's cut in half!

Heck, if I'm good at flying a WHOLE spaceship, flying half is a breeze!



Dipsy was my friend, but she was killed in action defending the safety of the human race! Present arms!

Here they are, sir! And here's one of her legs, too!



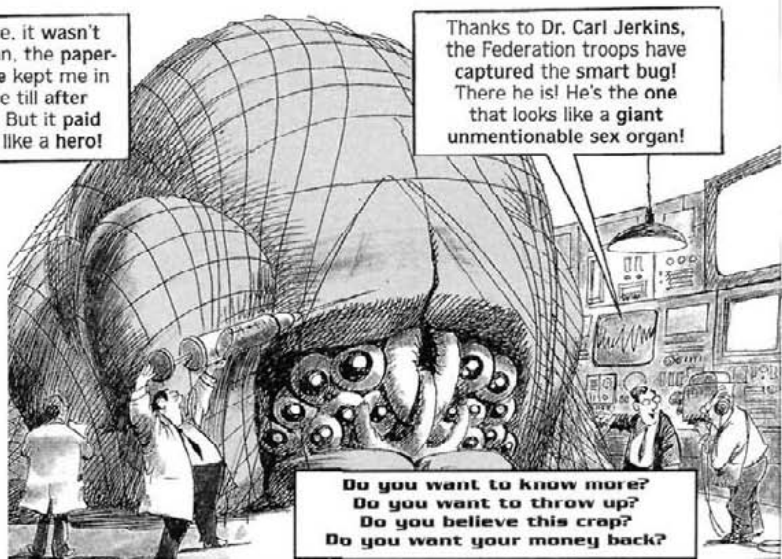
I'm sorry I had to send so many troops to Planet P.U., knowing there'd be a very low survival rate!

You knew you were sending thousands of soldiers to their deaths?

Believe me, it wasn't easy! I mean, the paperwork alone kept me in the office till after five p.m.! But it paid off! I look like a hero!



Thanks to Dr. Carl Jenkins, the Federation troops have captured the smart bug! There he is! He's the one that looks like a giant unmentionable sex organ!



Do you want to know more?  
Do you want to throw up?  
Do you believe this crap?  
Do you want your money back?



**It never fails:**

You meet someone, you go on a couple of dates and the next thing you know, you're in a serious relationship. But only then do you realize that your beloved is actually a manic-depressive with homicidal tendencies who eats like a bird and has an annoying tic! How do you keep getting stuck with these losers? Because you don't plan, schmuck! Instead of carefully weighing the pros and cons of your honey-to-be, you dive head-first into commitment like Rush Limbaugh at a Denny's Grand Slam Breakfast! So before you make the same mistake yet again, get out your pencil and peruse...

# MAD'S DATING & PLUSES & MINUSES SCORECARD

ARTIST: CAROL LAY WRITER: BARRY LIEBMAN

**ADD A PLUS...**

...if you talk to him on the phone for hours because he's so fascinating.

**ADD A MINUS...**

...if you talk to him on the phone for hours because the cops are tracing his call.

**ADD A PLUS...**

...if she stays up with you all night because she can't get enough of you.

**ADD A MINUS...**

...if she stays up with you all night because she needs an alibi while her husband is being whacked.

**ADD A PLUS...**



...if he brings you home to meet his folks and says,  
"This is the woman I want to marry."

**ADD A MINUS...**



...if he brings you home to meet his folks and shrieks,  
"See, I told you I'm not gay!"

**ADD A PLUS...**



...if she says she only has a handful  
of sexual experiences.

**ADD A MINUS...**



...if you find out that she counts an entire  
football team as one experience.

**ADD A PLUS...**



...if he'd like to have kids.

**ADD A MINUS...**



...if he'd like to have kids the way  
Michael Jackson likes to have kids.

**ADD A PLUS...**



...if she entertains you by saying clever things.

**ADD A MINUS...**



...if she entertains you by taking her teeth out  
of her mouth and playing them like castanets.





...if he listens attentively to every word you say.



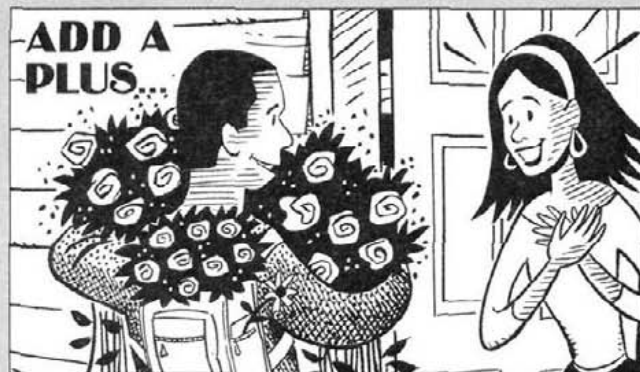
...if he listens attentively to every word you say, even when he's supposedly not around.



...if at dinner she makes an attempt to pick up the check.



...if at dinner she makes an attempt to pick up the waiter...the busboy...the maitre d'...the chef...the bartender...the coat check girl...the janitor...



...if he tries to get you to go out on another date by overwhelming you with flowers.



...if he tries to get you to go out on another date by overwhelming you with a bottle full of chloroform knockout drops.

## DATING PLUSES & MINUSES SCORECARD

### SCORING

- If you scored even one minus, consider ending your relationship immediately!
- More than three minuses, consider getting yourself on the *Ricki Lake Show*!
- Six or more minuses, you are dating either a member of Britain's Royal Family or a Kennedy. Hang in there! It's bound to pay off!

1. The right of trial by jury shall be afforded every citizen, over and over again, until we get the result we want.

1. The right of citizens to make up goofy words that sort of sound like parts of the Pledge of Allegiance shall not be denied or abridged.

1. No media pronouncement of a "failed Presidency" is permissible until the President has actually completed reciting the oath of office.

1. No porno film depicting an actor dressed as Abraham Lincoln may be produced.
2. The title of such a film may not be "Horny Abe, the Great Tail-Splitter."
3. No scene in such a film may depict Horny Abe "freeing" three topless 44DD "slaves," or "firing" into "Fort Sumptuous."
4. In the event that such a film is discovered, 535 individual copies shall be made for closer Congressional inspection.

1. In the event that the grizzly bears in Yellowstone National Park should ever begin to speak, park rangers are hereby ordered to take all necessary steps to see that the bears speak English.

1. As stated in Article 1, Section 9, no title of Nobility shall be granted by the United States. Furthermore, none shall be recognized by its citizenry. These shall be the only exceptions to the above statute: The Godfather of Soul, The Donald, The Muscles from Brussels, Senator Pothole, The Big Unit, The Queen of Mean, Chef Boy-Ar-Dec, The King of All Media.



flag burning on one end of the extremist spectrum to legalizing any and all drugs on the other! Well, we've listened to afternoon talk radio, checked out the internet newsgroups, scrutinized the smudged fliers left on our windshield and listened intently to that weird, drooling guy with the sandwich board sign outside our offices! They've all contributed to the following cross-section of...

# utional Amendments???

ARTIST: RICK TULKA

WRITER: DESMOND DEVLIN

## AMENDMENT XXXVII

1. In deference to disabled citizenry, all statues of Franklin Roosevelt shall depict the polio-stricken leader in his wheelchair. However, no statue may be displayed in public showing President Chester A. Arthur and his projectile vomiting "problem."

## AMENDMENT XXXVIII

1. Photographs of so-called artists, naked with bullwhips in various orifices, shall not be displayed in any public building or edifice, unless it can be established that the bullwhip was entirely made and sold by American workers.

## AMENDMENT XXXIX

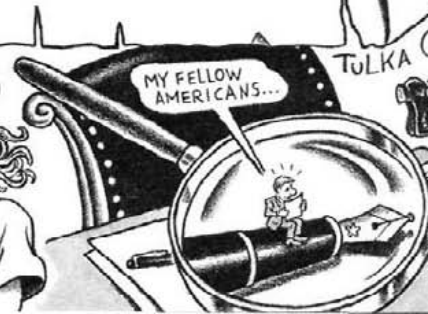
1. As stated in Amendment I, no law shall be made against, nor any restriction or prohibition put upon, any establishment of religion in these United States. Unless it's one of those scary ones. Those aren't so good. We don't get them, do you?

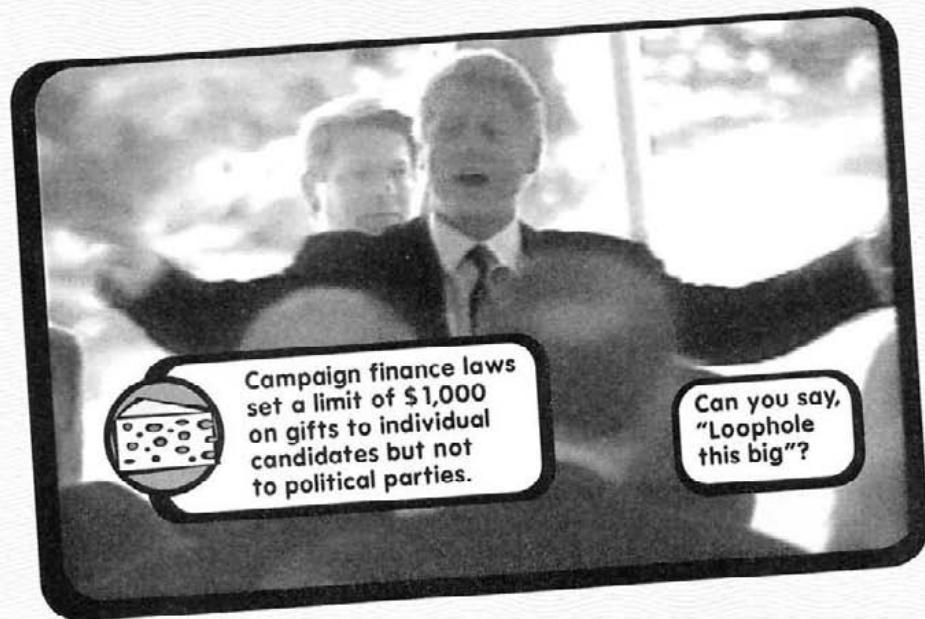
## AMENDMENT XL

1. Digging up late Presidents' corpses to examine them for distinguishing marks on their late private parts shall be prohibited.

## AMENDMENT XLI

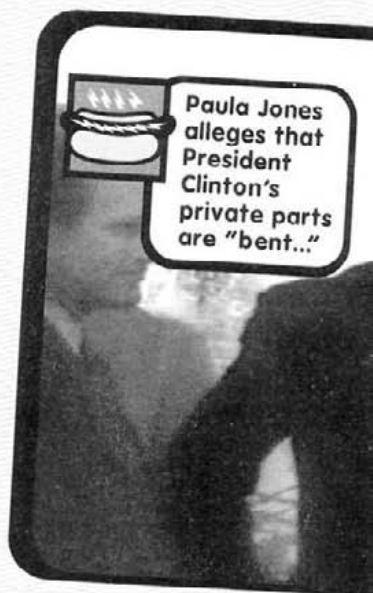
1. In the case of the removal of the President from office or of his death or resignation, the Vice President shall become President, as stated in Article II.
2. In the case that the President shrinks to bug size through internalized mutation or an attack by zygor rays, the President shall retain his office and all accompanying powers. This shall be the case regardless of whether the President retains his full human strength or not.
3. In the case that the President is eaten by an angry cricket, the cricket shall become President.





Campaign finance laws set a limit of \$1,000 on gifts to individual candidates but not to political parties.

Can you say, "Loophole this big"?



Paula Jones alleges that President Clinton's private parts are "bent..."



HERE COMES THE BRIBE DEPT.

VH1 has stumbled upon a revolutionary technology that can make even the duller music videos seem entertaining. Now, if only Brian Lamb and the pea-brained pinheads at C-Span would use the same tried and true format on their mind-numbingly dull programs, they'd have some peppy primetime fare like...

# POP UP



Doesn't want any political favors — just wants a date with Janet Reno.



Patented "I feel your pain" lip bite.





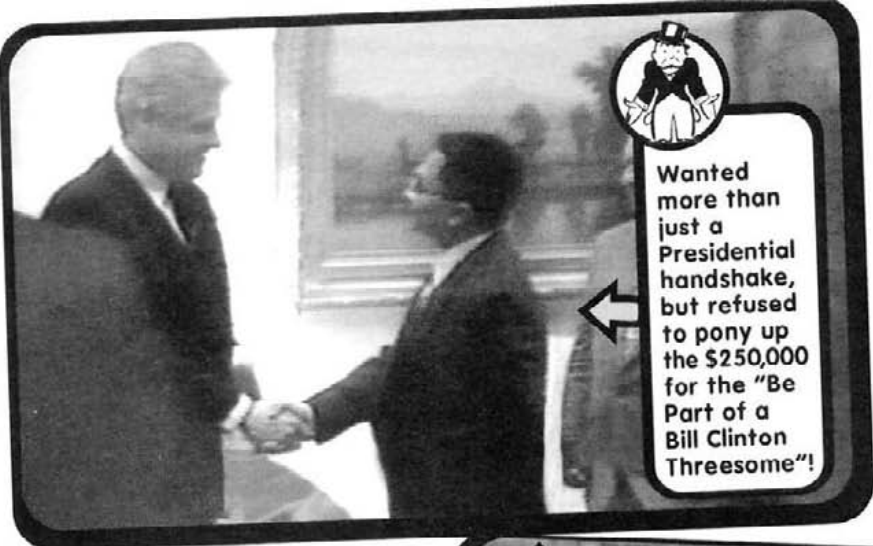
# BILL CLINTON

## FUNDRAISING VIDEOS

VIDEO CAPTURE: DAVID P. LEVIN

WRITER: MIKE SNIDER





Wanted more than just a Presidential handshake, but refused to pony up the \$250,000 for the "Be Part of a Bill Clinton Threesome"!



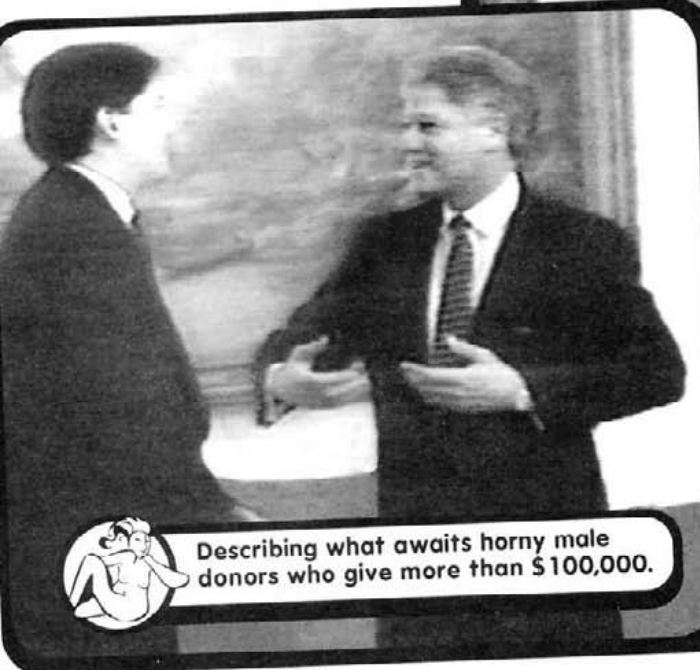
# POP UP BILL CLINTON FUNDRAISING VIDEOS



Famed Watergate felon G. Gordon Liddy used to impress White House visitors with his toughness by holding his hand over a lit candle...



...Clinton does the same thing—without a candle.

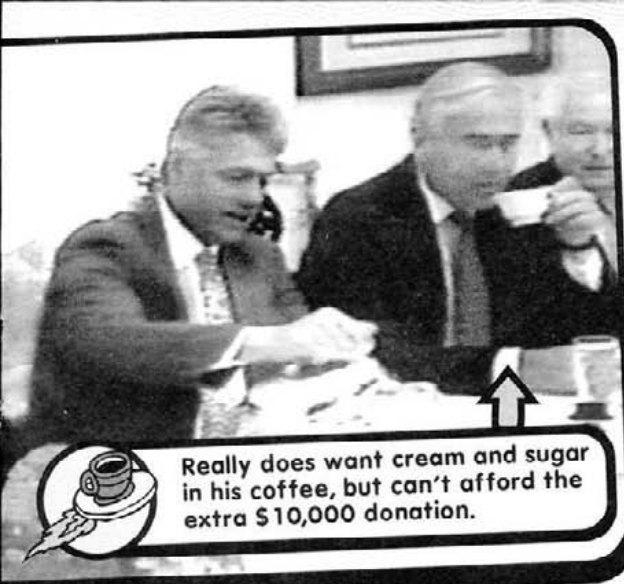


Describing what awaits horny male donors who give more than \$100,000.

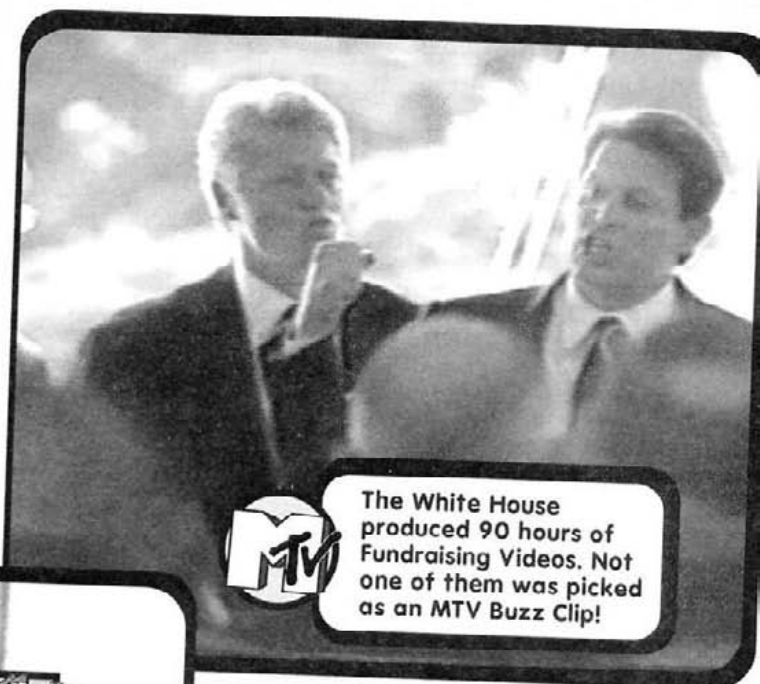


Remembers the day his Grandpa greased Warren G. Harding's palm on this very spot back in 1922.

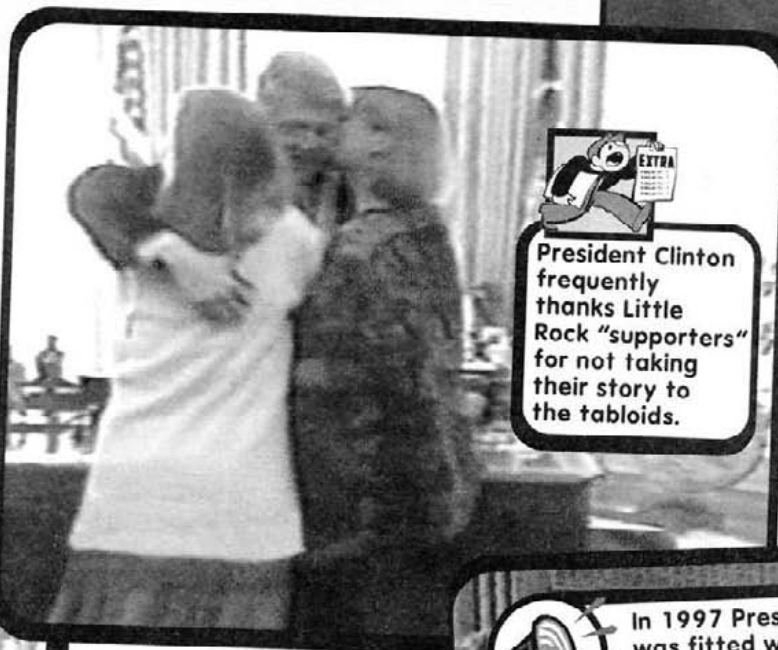




Really does want cream and sugar in his coffee, but can't afford the extra \$10,000 donation.



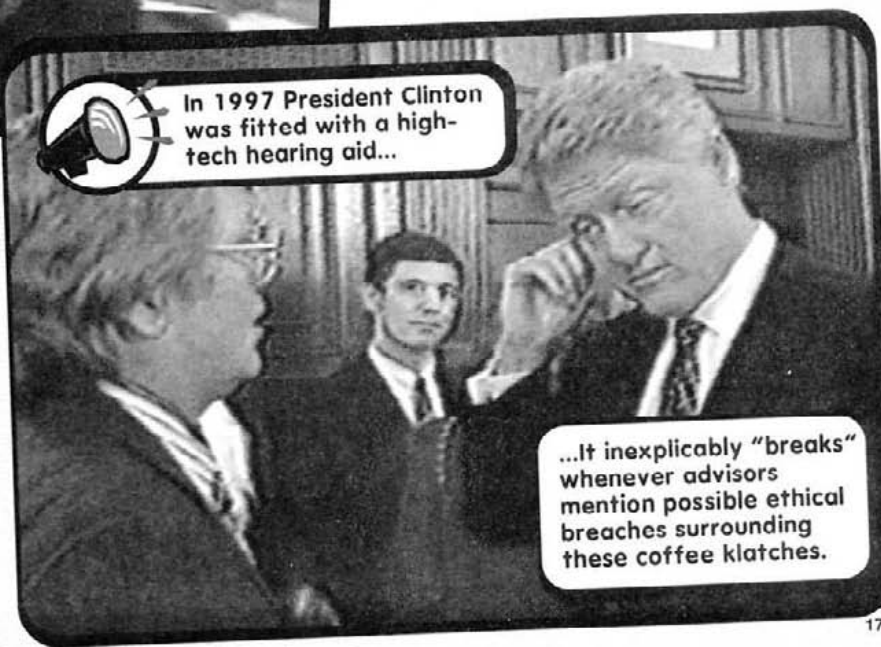
The White House produced 90 hours of Fundraising Videos. Not one of them was picked as an MTV Buzz Clip!



President Clinton frequently thanks Little Rock "supporters" for not taking their story to the tabloids.



In 1997 President Clinton was fitted with a high-tech hearing aid...



...It inexplicably "breaks" whenever advisors mention possible ethical breaches surrounding these coffee klatches.



**T**axes. Halley's Comet. The AFC losing the Super Bowl. Some things are so predictable, you can bet the house on 'em. And with all the re-hashed, formulaic, cookie-cutter, written-on-a-Xerox-machine films Hollywood keeps dumping on us these days, you can safely predict with Jeanne Dixon-like accuracy what'll be playing at your local theater months before it hits the screen! Don't believe us? Check out...

# MAD'S 1998 MOVIE PREVIEW

## SPRING

**M**artin Scorsese-directed movie where Joe Pesci kicks the crap out of someone while wearing a really, really, really bad toupee.



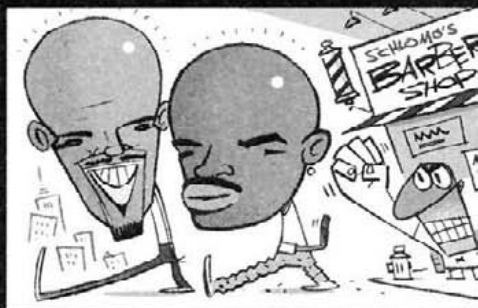
**T**he once-great-turned-annoying-turned-great-again John Travolta starting to turn annoying again.



**A**dam Sandler acting like a complete dickweed, and getting paid for it.

## FALL

**W**inona Ryder playing yet another woman from another era where she looks like an Amish fashion model and acts like Sally Field in *The Flying Nun*.





# SUMMER

Disney's latest bloated, formulaic, Andrew Lloyd Webberish, soon to be on a McDonald's cup near you, over-publicized, under-developed, didn't-the-Little-Mermaid-sing-that-already, Robin-Williams-shut-the-hell-up, is-that-the-guy-from-Seinfeld-or-Home-Improvement, hey-we-can't-help-it-if-all-14-year-old-Indian-princesses-look-like-supermodels, animated mega-plex mall-product.



Another Jack Ryan movie where Tom Clancy complains publicly about how his awful book was turned into an awful movie.



Pauly Shore acting like a complete dickweed, and getting paid for it.



Kenneth Branagh continuing his faux-Shakespeare-drenched quest to put more people to sleep than Dr. Kevorkian.



Eddie Murphy and Michael Keaton continuing to be less funny, less popular and not-half-as-cute-as-they-apparently-seem-to-think-they-are.



Non-violent, no nudity, all-yakking, "chick flick" whine-fest, starring three women too old to play hookers in real movies.

The Wayans brothers acting like complete dickweeds, and getting paid for it.

ARTIST: BOB STAAKE  
WRITER: RUSS COOPER



Eric Stoltz acting like a complete dickweed, and not getting paid very much at all.



.....

.....

.....

.....

KUPER

# SPY VS SUX









Everybody knows the bait and switch scam – promise the customer one thing and give them another! And no one pulls the ol' switcheroo more often than the weasels in the magazine business! Their covers promise provocative articles, quality entertainment and vital information! Too bad all they give is dull stories, useless trivia and ads, ads, ads! But leave it to us, the stalwarts of justice, the defenders of freedom, the rare non-weasels of the magazine business (who, by the way, don't accept ads!), to expose this sordid practice and tell you what it would be like...

*if*  
**MAGAZINE COVERS**  
*told the*  
**TRUTH**  
*about*  
**WHAT'S INSIDE**

# seventeen

March 1998

**The Latest Trends**  
 For You to Slavishly  
 Follow in Order to  
 Show Your  
 "Individuality"

**All-New Hair, Skin  
 and Complexion  
 Problems to Worry  
 About** – and Lotsa  
 Crap That Our  
 Advertisers Claim  
 Will Fix Them!

**Meaningless Quiz**  
 That'll Start a Huge  
 Fight Between You  
 and Your Boyfriend

**Horoscope**  
 from Two Years  
 Ago With the  
 Dates Changed  
 (Like it Really  
 Matters!)

**Photos of  
 Impossible-  
 To-Live-Up-To  
 Supermodels**  
 for You to  
 Make Yourself  
 Sick Over



# WIRED

March 1998

News by, for and about  
**pasty-faced  
 cyber-geeks**

Our 5th annual  
 editorial about how the  
 print media is dead

Addresses of  
 Cool New  
 Websites That'll  
 Be Swamped  
 With Other  
 Wired Readers  
 Before You Can  
 Say "Sheep!"

35,000 Lines of  
 Completely  
 Unreadable Type

Jargon We Just  
 Made Up So You'll  
 Think We're More  
 Techno-Savvy  
 Than You





ATTITUDE, ATTITUDE & NO SUBSTANCE!

March 1998

# Details

23  
articles  
with  
"...for  
the '90s"  
in the title

PAGES AND PAGES OF PHOTOS OF  
**GENERATION-XERS**  
POUTING AND SNEERING!

EXTRA-SPLASHY GRAPHICS  
(SO YOU WON'T NOTICE THAT WE'RE 90% ADVERTISING!)



ANOTHER LETTERS PAGE WAR BETWEEN  
PRO-SPICE GIRLS AND ANTI-SPICE GIRLS FORCES

ISSUE 555 • MARCH 2, 1998 • \$5.95 • Cdn \$7.99 • UK \$4.95

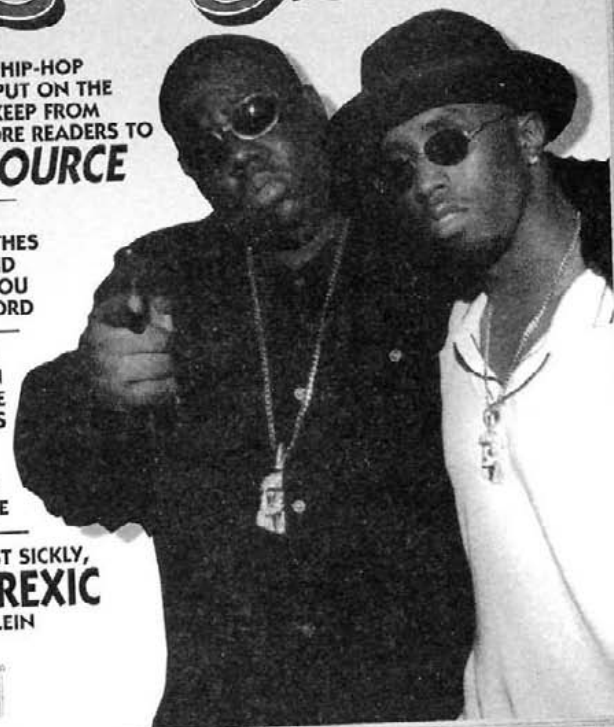
# Rolling Stone

HOT BLACK HIP-HOP  
ARTIST WE PUT ON THE  
COVER TO KEEP FROM  
LOSING MORE READERS TO  
**THE SOURCE**

ADS FOR  
CARS, CLOTHES  
AND SOUND  
SYSTEMS YOU  
CAN'T AFFORD

COMPLETE  
RUNDOWN  
OF ALL THE  
MUSICIANS  
WHO'VE  
OD'D  
SINCE THE  
LAST ISSUE

THE LATEST SICKLY,  
**ANOREXIC**  
CALVIN KLEIN  
MODELS



Lots of Flowery Language to Describe Big,  
Sweaty Guys Bumping Into Each Other

MARCH 5, 1998 • \$3.50 (CAN. \$4.00)

# Sports Illustrated

Umpteenth  
Christian  
athlete  
explaining  
why God helps  
his team win

Golf coverage  
for the  
out-of-shape  
middle-aged  
white guys who  
make up 75% of  
our readership

Article criticizing

"showboating"  
athletes who we'd  
never write about if  
they didn't "showboat"



Story about the dangers of chewing tobacco  
right next to a full-page ad for Skoal!

TV  
GUIDE

Mar. 1-7

100th Star Trek Feature  
of the Year, Just to Suck In Trekkies

Gushing  
Profile of  
Young Actor  
You Never  
Heard of  
(who just  
happens  
to be on a  
FOX show)

This Week's  
"Kathie Lee  
Responds to  
Hor Critics"  
Piece

Crossword  
Puzzle so  
Easy Your  
Dog Could  
Do It!

INSIDE:  
FIRST LOOK TO RUN YET  
ANOTHER CHEERFUL PHOTO OF  
Gillian Anderson

\$1.19







# EATING RE\* TOLD A ROOM

Let me have a bite.

<---downloading bite of apple to #1Man

Okay, lasers, get out of this room.

LOL

Eating that apple is a GOD violation.

Wait. How were we supposed to know?

Hmmph. Newbies.

But we could have lived all our lives in a paradise

ROFL

Are u sure u want to throw an actual woman off line?

Good point. You can stay.

What's the topic?

I like guys who are into acoustic  
music, who write poetry, and who know how  
to listen.

I like giant hooters.

Close enough. Let's go to a private room.

RibGirl has left the room.

#1Man has left the room.

Great, now I'm back where I started.

RibGirl has entered the room.

#1Man has entered the room.

First Born has entered the room.

Abel4004BC has entered the room.

That was fast work.

Hey, we're still paying the hourly rate for AOL.

Too many kids on today----- bye

Wigglyguy has left the room.

All that cybursex mad me hungry.

Any more appils?

Type 1 if you like farming

1

1

1

Stop polling

1

1

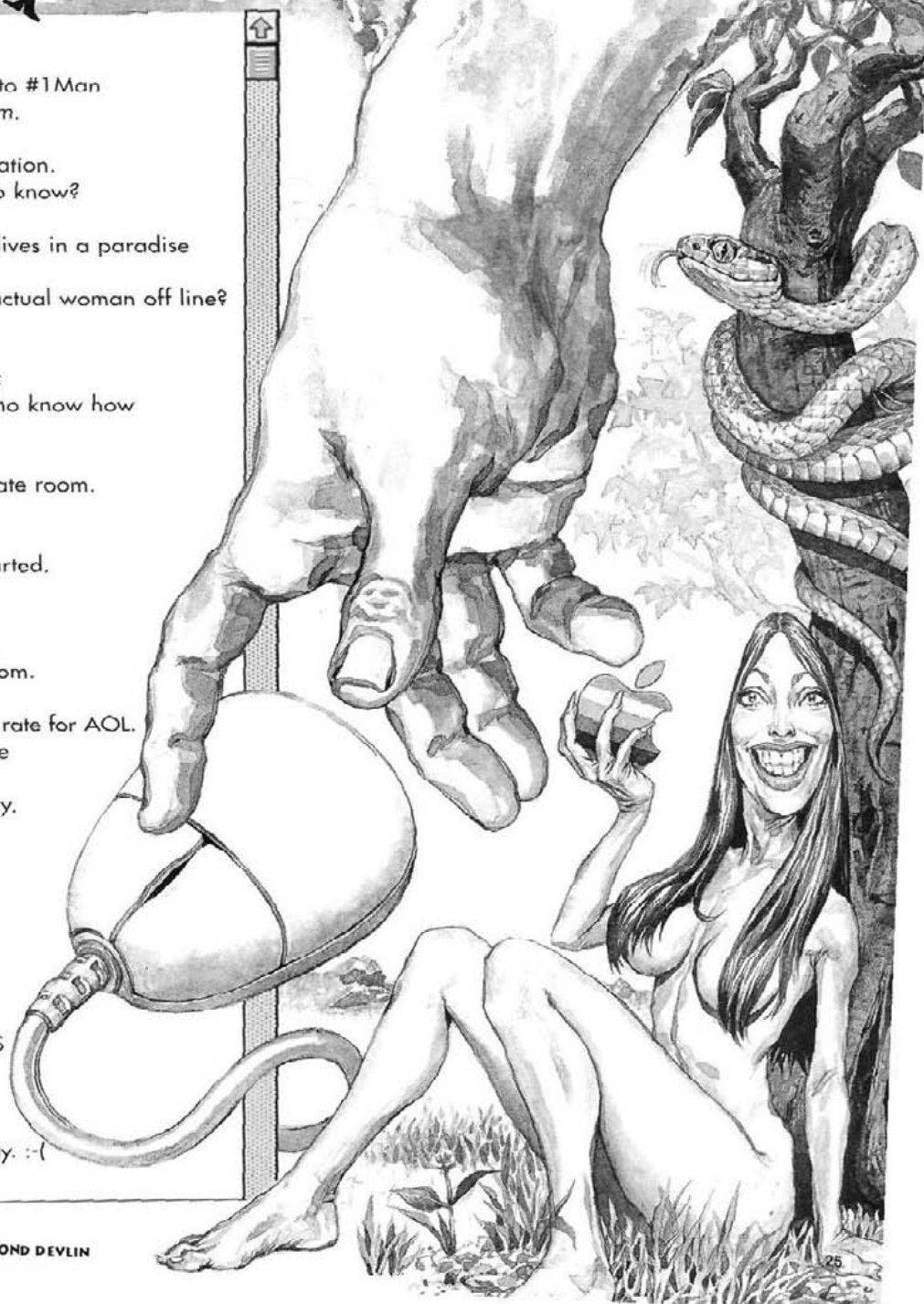
STOP POLLING NOBODY CARES

1

Stop it or I'll kill you

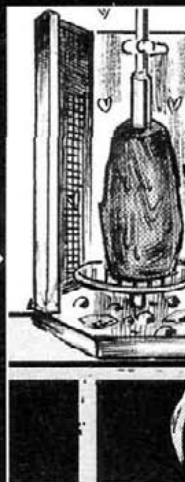
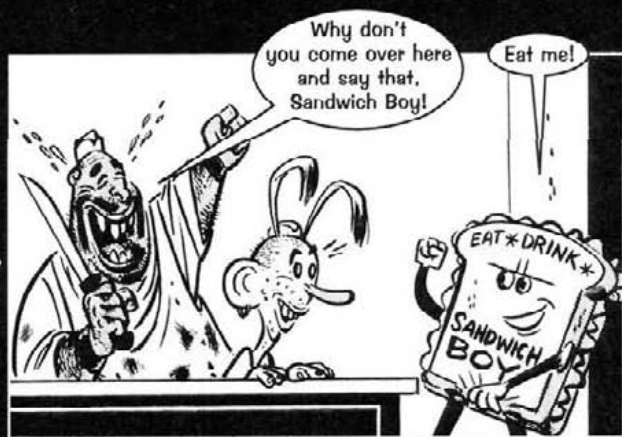
1

I should've stopped on the fifth day. :-(



# MONROE & ...

You roll sixteen tons and what do you get? A damn hernial! Get to work with your



# THE NEW JOB

old pal, Monroe as he joins the day-to-day grind! It's maximum fun meets minimum wage!

If you need it so bad, why don't you go out and earn some money like I have to do!

Gee, I don't know if I'd be any good at emptying out some sap's wallet while they're asleep in my bed!



Yuck it up, Smartguy. Make sure you earn enough for a bus ride home!

FINE!!!



Look here, Sonny Jim, I can get into a size four! I just need you to drain this blister!

I'll be right back.



FOOD COURT

This is "Souvlaki KING" Do you understand what that means?

Uh...no.



First thing you do is clean up gyro drippings. Then you go and cut out the heart of the infidel Sandwich Boy, yes?

Uh...I'm going on my break now!



LEVEL 2



Okay, try it like this: "Hi!!! Welcome to the GAAAAAP! How are YOOOOOU Today?"

I don't think I can do this.









# THE LIGHTER SIDE

## FEAR



## JUSTICE

I'm sorry Mrs. Wessel, but I can't excuse you from jury duty because you "can predict the outcome of this case"! You have no proof that you're psychic!

That's my proof, Your Honor! I knew you were going to say those exact words!



ARTIST AND WRITER: DAVE BERG

## WEDDINGS



## INTRODUCTIONS



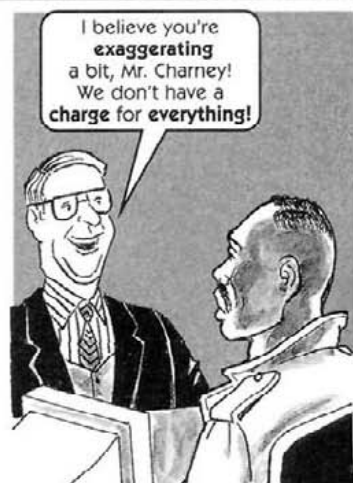
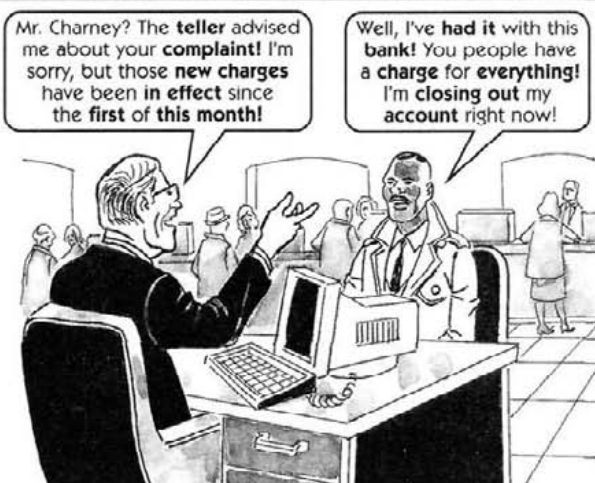
## THERAPY



## DIETS



## BANKING





## COMMUNICATION



## EFFICIENCY



## RELATIONSHIPS



## THE OFFICE



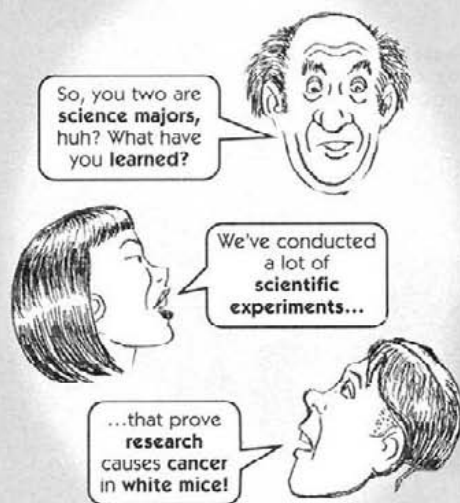
## POWER



## DOCTORS



## EDUCATION





SERGE-IN GENERAL DEPT.

# A MAD LOOK AT VANITY

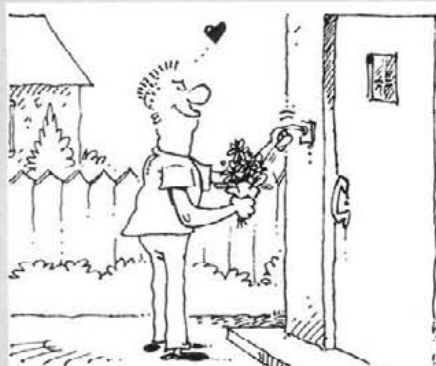
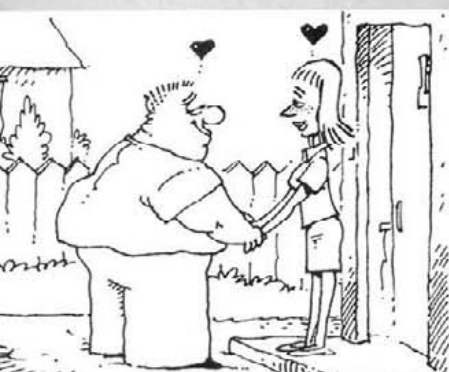
ARTIST AND WRITER: SERGIO ARAGONES















So you're headed abroad for a little jaunt on the Continent, eh? Guess that means your idea of relaxation is hanging out with people who are supposedly so "high-class" they pronounce "tomato" with snooty accents like "to-mah-to," yet somehow still haven't mastered the concept of daily bathing! Well, if we can't talk you out of going, you might as well spend a few minutes boning up on these...

## Little Known Facts About Europe's

# HOTTEST TOURIST ATTRACTIONS

ARTIST: PAUL COKER

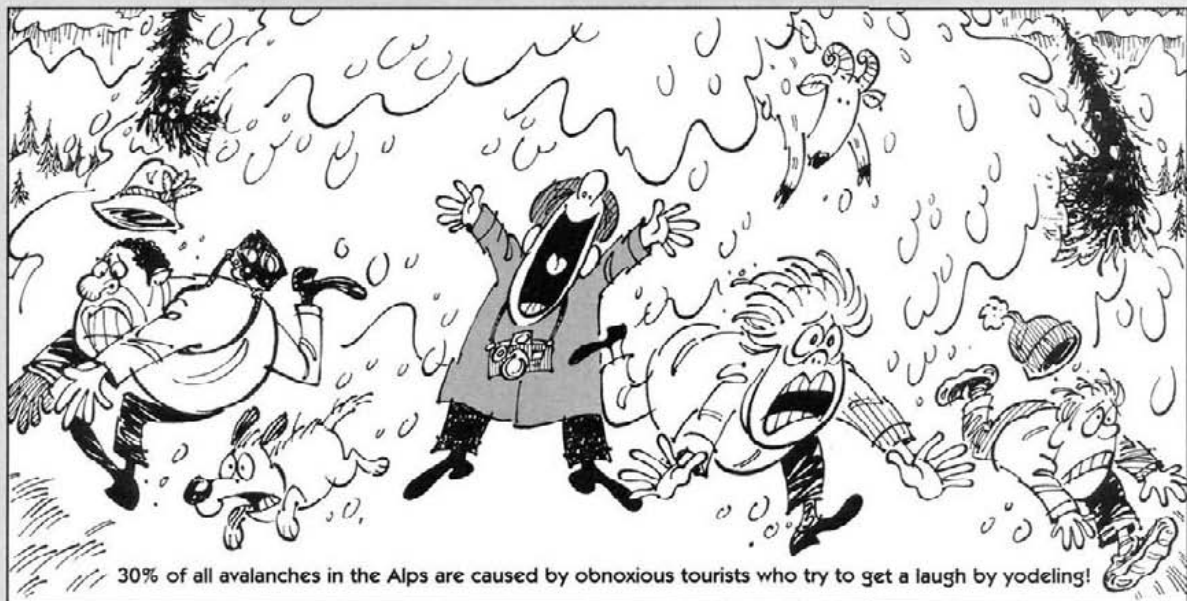
WRITER: ANDREW J. SCHWARTZBERG



Though not immediately obvious because of the exchange rate, renting skis in St. Moritz costs about as much as purchasing a new Cadillac with diamond-studded hubcaps!



75% of those who climb to the top of Mont Blanc are disappointed to find out they don't receive a free pen!



30% of all avalanches in the Alps are caused by obnoxious tourists who try to get a laugh by yodeling!



The local lifeguards won't save drowning American tourists unless they know how to yell "help" in French!



Most male visitors to the beaches of Monte Carlo find that the wonderful French tradition of topless sunbathing is spoiled by the disgusting French tradition of unshaven armpits!

Tourists in Monte Carlo are 40% more likely to accidentally drive a car off a curvy mountain road than they are to hit a number on one of the casino's roulette wheels!



Actually, the Tower is straight. It's Italy that leans!



The vast majority of tourists who purchase the two-foot souvenir marble replica of the Tower report they more often use it as a blunt object to ward off gypsy muggers than they do as a house decoration!



The chiropractors of Pisa have made a fortune from the local tour guides whose spines have gradually tilted to the same angle as the Tower!



"El Stupido" is the name Pamplona locals use to describe participants who run all the way to Portugal before realizing they are no longer being chased by bulls!

## The Running of the Bulls

SPAIN



The sentence most commonly looked up in Spanish phrase books during the Running of the Bulls is "Help, I've got a horn stuck up my ass!"



Every year several tourists find out the hard way that their HMO health plan doesn't cover "goring"!



With 127 rooms in the Palace, when one of the Royal Family misplaces the TV remote control it takes an average of five hours and 19 minutes to find it!

## Buckingham Palace

ENGLAND



25% of the tourists gathered outside the Palace gates during the Changing of the Guard are really hoping to get a glimpse through the window of Prince Andrew doing the nasty with some British bimbo!



Though the Palace guards are trained not to react in any way to the tourists, one guard named Ed always cracks up at the old "chattering teeth" gag!







# I'M GONNA GIT YOU BLOOD SUCKA DEPT.

Nowhere are the successes of the women's movement more evident than on television. From the leather-clad, butchy Xena to the non-leather clad, butchy Ellen, women are braving new worlds, breaking new ground and forging new relationships! The latest breakthrough is a non-butchy (most definitely), non-leather-clad (unfortunately), hot little high school student in short, short skirts whose hobby is hunting down and killing the undead! You might know her as...

I'm Busty! I may look like your typical high school student, but I can rout out evil and conquer the forces of darkness, 'cause I have supernatural skills and Herculean power! Cooo! huh? I even have the power to spay vampires! The only thing I lack is the power to get a date on Friday night! I just don't know what it is! I have a bitchin' bod, a sexy walk and I'm always prepared! I never go anywhere without mace, garlic, stakes, knives, brass knuckles and assorted ancient weapons! Yet, guys shy away from me! Go figure!

I'm Childs! Crummydale High is built over a Hell's Mouth, so it attracts the most vile and scary creatures from the bowels of the Earth! And that's just the faculty! Everyone thinks I'm the librarian here, but that's what I do to pay the bills! My REAL profession is as a "Watcher"! I protect Busty and teach her everything there is to know about vampires, ghouls and evil spirits! Now if only there was someone to teach her something about the art of acting! Obviously, I'M not equipped to do it!

I'm Extender, I have a crush on Busty! But she hardly knows I'm alive! Actually, everyone she knows is hardly alive! She's always dealing with ghouls, witches, warlocks, and other unworldly creeps! So, what's wrong with me? I fit right in there!



This sure is a strange school! Normally kids are absent because they have a cold or the flu! One of my students was out yesterday because his father exploded into 4,000 pieces!

I know what you mean! One of my students told me a plague of locusts ate his homework — and I believed him!

Why can't I go into the locker room?

Because there's a girl in there already!

So? This is a huge high school and it's a huge locker room! There must be room for 100 girls in there at one time!

I know! But we only let one in at a time! How else can we set up the "scary deserted locker room" scene schtick in every show!

# Busty the vampire spayer

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

I'm Pillow! It amazes me that no one catches on to what really goes on in this library! Look at the shelves — two books on math, two books on history, two books on geography and 11,000 books on vampires, witchcraft, and devil worship! I have a crush on Extender, but he has a crush on Busty! So what do I do for dates? Being a computer nerd, I turn to AOL for help! But I never seem to find anybody who responds to me in my chatroom: "Plain, Uninteresting, Mousy, Unattractive Girl Seeks Hunk"! Maybe it'd work if changed "Hunk" to "Dream Guy"!

I'm HardCordella! I'm beautiful, I'm rich, I'm sexy, and I'm very popular with the boys, because I'm also easy! Some of the girls here think I'm a "witch" or a "bitch"! Actually, I'm both! Whatever! Despite their jealousy, the girls have voted me Most Likely Target For A Hit And Run Accident! Hey, I'm well-liked! What can I say?

I'm Angle, a good vampire! A good vampire is a tortured soul who wants to do good, but sometimes just slips into evil! You know, like Clinton and Gore and their fundraising practices! Busty and I have the hots for each other, but she's afraid to go on a date with me! Hundreds of years of bad press about the way us vampires kiss is hard to overcome!



BEWARE  
LIBRARY CLOSING  
AT DUSK  
FOR OBVIOUS  
REASONS

RENFIELD HALL

TRANSYLVANIA  
STATION

666

MORNY  
LITTLE  
DEVIL

RIP  
TORN

RIP  
TAYLOR

A cup of  
bat lips...  
the skin  
of a boa  
constrictor...  
the blood  
of a newt...  
eye of toad...

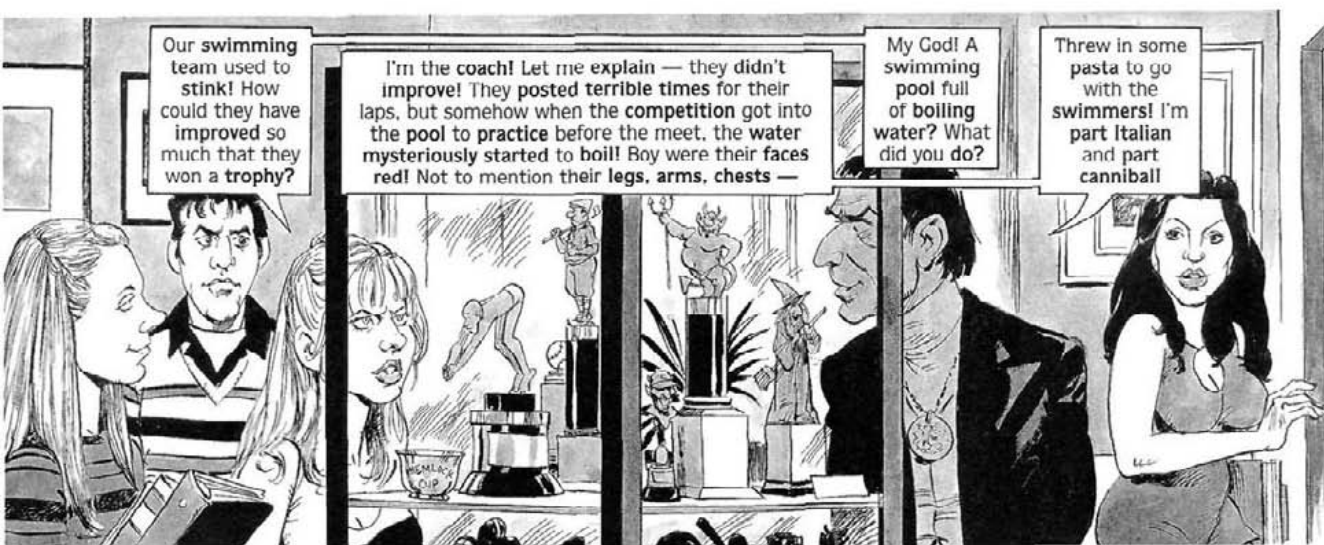
Very impressive!  
Are you the  
chemistry  
teacher?

No, I'm the  
cafeteria  
cook!

What  
did you  
guys  
do in  
biology  
class  
today?

The usual — dissected and buried  
another body with a stake through  
its heart! The teacher said they  
make great fertilizer! But we bury  
so many, the plants on campus are  
growing by leaps and bounds, and  
disturbing the ecological balance!

I made the tombstone you  
used in arts and crafts  
today! That's all we've  
done lately — ceramic  
projects! We make tomb-  
stones for graves, urns  
for ashes...how is this pre-  
paring me for my SATs?







So, you and the new coach have some hot plans?

Yeah! He's so great! Not only is he the swimming coach, he also runs an after-school club! It has a neat name — the Devil Worshippers!

HardCordella, a club like that sounds like a cover-up for some sort of evil cult!

Oh, go on! You guys read "evil" into everything! As if!

Does the word "clueless" ring a bell with you, HardCordella?



I like candles, but isn't this a bit much?

I needed something to brighten up the place! I added the cheerful black drapes and black rugs, but somehow they didn't help much! Here, have a Bloody Mary with only fresh-squeezed ingredients!



That's where they went! That's an amazing old castle, isn't it?

Yeah! But what's really amazing is it's right on campus!

What's even more amazing than that is that it wasn't there yesterday!



Are you afraid to be alone with me?

Naw, I'm not worried!

Suppose I told you I was looking for a young virgin to sacrifice!

Then I'm DEFINITELY not worried!



How about a little kiss on the neck?

Okay, tilt your head over to the side!

No, I want to kiss you on the neck! Deep and long!

She doesn't kiss on the first date! She does, however, do just about everything else on a first date! But that's a different story!



So, Busty, you discovered I'm a vampire! Why not join me? I can offer you endless life! Think of it! You can live 100 years! 200 years!

Naw!

How can you turn down eternal life?

Because mom and I don't live in a rent-controlled apartment! We can hardly afford it now! In 200 years, it could be \$46,000 a month! Plus utilities!



# TALES FROM the DUCK SIDE

# BUGGY NIGHTS

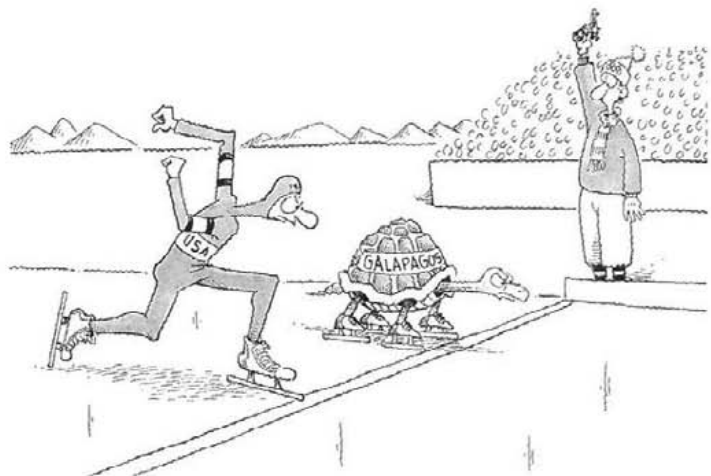


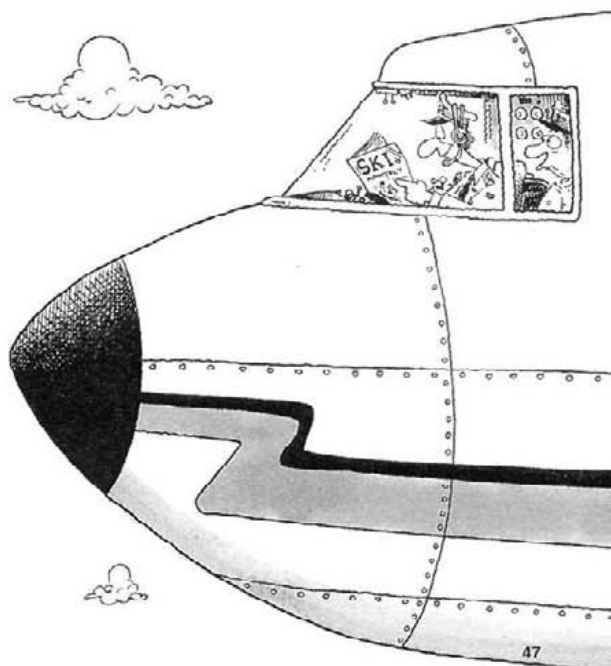
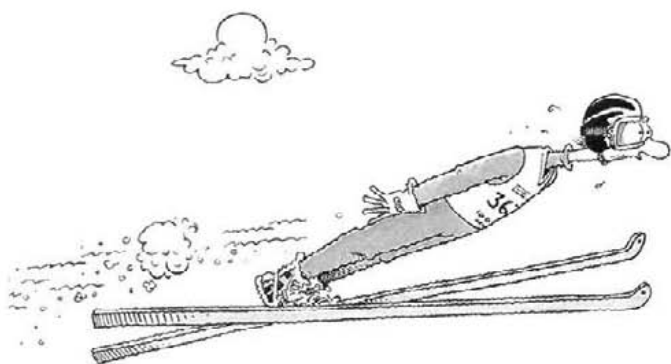




# ***MAD VISITS THE***

# **WINTER OLYMPICS**







GRIEVING LAS VEGAS DEPT.

# MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars will become a Maggot Happy Meal!

**THIS MONTH'S RIGOR MORTIS  
POSTER BOY TO BE:**

<u>CAUSE OF DEATH</u>	<u>ODDS</u>
Commits suicide to keep rivalry with Kurt Cobain going	3:1
Commits suicide while depressed over "wrong kind of people" buying latest CD	5:1
Commits suicide as ill-conceived "negotiating ploy" in battle with Ticketmaster	7:1
Commits suicide to end "unbearable life" as a multi- millionaire who hasn't really worked a day in years	13:1
Commits suicide as a favor to music lovers everywhere	134,767:1

ARTIST: HERMANN MEJIA  
WRITER: MIKE SNIDER



**WHAT AMERICAN  
EXPORT IS  
COSTING MANY  
FOREIGNERS  
AN ARM AND  
A LEG?**

## HERE WE GO WITH ANOTHER RIDICULOUS **M A D F O L D - I N**

The United States is a land of products, and American exports are in demand now more than ever. People all over the world are dishing out beaucoup bucks to get them. To find out the price foreigners are paying for some U.S. exports, fold page in as shown.



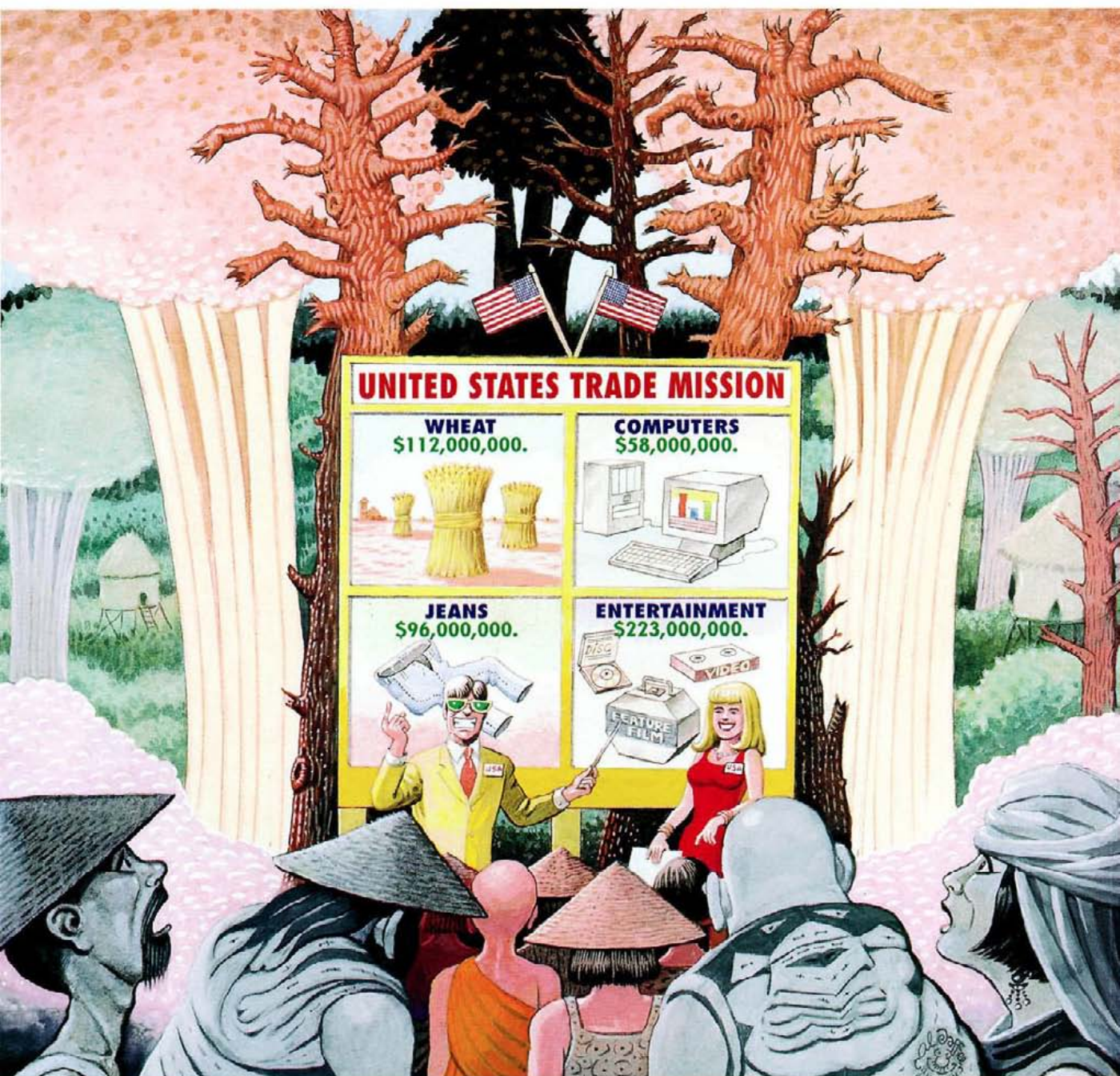
FOLD PAGE OVER LIKE THIS!



FOLD THIS SECTION OVER LEFT



FOLD BACK SO "A" MEETS "B"



**LATEST STATISTICS REVEAL THE TERRIBLE BIND  
MANY COUNTRIES ARE IN. THEIR TRADE AD-  
MINISTRATORS PAY DEARLY FOR OUR COMMODITIES.**



ARTIST AND WRITER: AL JAFFEE





# *The ASCENT of* **MAN**



A MAD Mini-Poster  
ARTIST: HERMANN MEIER  
WRITER: MICHAEL GALLAGHER

# *The ASCENT of* **WOMAN**